Applicant : Boris Kalinichenko, et al.   Attorney's Docket No.: 08575-0110001
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Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A <u>computer-implemented</u> method <u>for enabling a customer to confirm that a driver who offers the customer a ride is the correct driver, the method</u> comprising <u>causing a computer to execute instructions for</u>:

<u>receiving a reservation requesting a ride;</u>

<u>assigning a driver to provide the ride;</u>

<u>retrieving, from a database, a photograph of the assigned driver; and</u>

transmitting <u>the photograph of the assigned driver</u> to a customer [[or a driver a graphical representation]] to facilitate [[execution of a reservation of a transportation service to be provided to]] the customer<u>'s ability to confirm that</u> [[by]] the <u>assigned</u> driver <u>and the driver who picks up the customer are the same person.</u>

2. (Cancelled)

3. (Currently Amended) The method of claim 1, in which <u>causing a computer to execute instructions for</u> transmitting the [[graphical representation]] <u>photograph</u> comprises <u>causing the computer to execute instructions for</u> transmitting the [[graphical representation]] <u>photograph</u> in response to a time associated with the reservation.

4. (Currently Amended) The method of claim 1, in which <u>causing a computer to execute instructions for</u> transmitting the [[graphical representation]] <u>photograph</u> comprises <u>causing the computer to execute instructions for</u> transmitting the [[graphical representation]] <u>photograph</u> to a wireless handheld device.

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5. (Cancelled)

6. (Currently Amended) The method of claim **1**, <u>further comprising causing the computer to execute instructions for:</u>

<u>retrieving, from a database,</u> [[in which the graphical representation comprises]] a photograph of the customer associated with the reservation<u>; and</u>

<u>transmitting the photograph of the customer associated with the reservation to the assigned driver, thereby enabling the driver to confirm pick-up of the correct customer.</u>

7. (Currently Amended) The method of claim **1**, <u>further comprising:</u>

<u>assigning a vehicle to be driven by the assigned driver;</u>

<u>retrieving a photograph of the vehicle from a database; and</u>

<u>transmitting</u> [[in which the graphical representation comprises]] a photograph of <u>the</u> assigned [[a]] vehicle <u>to the customer, wherein the photograph of the vehicle shows</u> [[including]] the license plate <u>of the assigned vehicle.</u>[[, associated with the reservation.]]

8. (Currently Amended) The method of claim **1**, [[in which the graphical representation comprises]] <u>further comprising causing the computer to execute instructions for transmitting</u> a map associated with the reservation.

9. (Previously Presented) The method of claim **8**, in which the map comprises a pick-up location associated with the reservation.

10. (Previously Presented) The method of claim **9**, in which the pick-up location comprises a location in an airport.

11. (Previously Presented) The method of claim **8**, in which the map comprises directions from a location associated with the customer to a location associated with the driver.

12. (Currently Amended) The method of claim **1**, <u>further comprising causing</u> [[in which the graphical representation comprises]] a text message from the customer <u>to be transmitted to the assigned driver</u>.

13. (Currently Amended) The method of claim **1**, <u>further comprising causing</u> [[in which the graphical representation comprises]] a text message from the driver <u>to be transmitted to the customer</u>.

14. (Currently Amended) A system <u>for enabling a customer to confirm that a driver who offers the customer a ride is the correct driver, the system</u> comprising:

a computing device adapted to:

[[select]] <u>receive</u> a reservation [[with an associated customer and an associated driver]] <u>requesting a ride; and</u>

<u>assign a driver to provide the ride;</u>

<u>retrieve, from a database, a photograph of the assigned driver;</u>

transmit [[a graphical representation]] <u>the photograph of the assigned driver</u> to [[the associated]] <u>a</u> customer [[or the associated]] <u>to assist the customer in confirming that the assigned</u> driver <u>and the driver who picks up the customer are the same person</u>.

15. (Currently Amended) The system of claim **14**, [[further comprising]] <u>wherein the computing device is in communication with</u> a data communication channel [[through the computing device, the data communication channel]] linking a first wireless handheld device associated with the customer and a second wireless handheld device associated with the driver.

16. (Cancelled)

17. (Cancelled)

18. (Cancelled)

19. (Cancelled)

20. (Cancelled)

21. (New) A computer-readable medium having encoded thereon software for enabling a
customer to confirm that a driver who offers the customer a ride is the correct driver, the
software comprising instructions for:

receiving a reservation requesting a ride at a particular time;

assigning a driver to provide the ride;

retrieving, from a database, a photograph of the assigned driver; and

transmitting the photograph of the assigned driver to a customer to facilitate the
customer's ability to confirm that the assigned driver and the driver who picks up
the customer are the same person.

22. (New) The method of claim **1**, further comprising causing a computer to execute instructions
for:

receiving information causing a change in customer pick-up conditions; and

automatically dispatching, to the driver, updated customer pick-up information.

23. (New) The method of claim **22**, further comprising causing a computer to execute
instructions for automatically alerting the customer about a change in customer pick-up
information.